Rep Order# 6868728 Ver# 1 Status New Traffic Order# 6868728 EC'd Yes

**Printed:** 10/29/2012 8:49 AM Last Received: 10/29/2012 7:03 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV ) .MAJORITY PAC Advertiser (

SENATE MAJORITY PAC **Product** 

Estimate# 2280

**Buyer** Sarah Levene

Phone# Fax#

) WATERFRONT STRATEGIES Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E Flight Dates

**Hiatus Weeks** 

94/100/2280

10/30/2012 - 11/06/2012

Rep Firm

) PHILADELPHIA Sales Office ( Salesperson ( ) ANJIE BRADY

1 of 3

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

# --- CONTRACT COMMENT ---

SC=\*

#### --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 27,250 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
	2	TU-F	1135P- 1205A	NITELINE	:30	\$750.00	10/30-11/02	1	1	1	\$750.00	
	3	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/30-11/02	1	1	1	\$750.00	
	4	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/30-11/02	1	1	1	\$750.00	
	5	TU-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/30-11/02	1	1	1	\$850.00	
	6	TU-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/30-11/02	1	1	1	\$850.00	
	7	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	11/03-11/03	1	1	1	\$850.00	
	8	TU-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/30-11/02	1	1	1	\$900.00	
	9	TU-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/30-11/02	1	1	1	\$1,000.00	
	10	TU-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/30-11/02	1	1	1	\$1,000.00	
	11	TU-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/30-11/02	1	1	1	\$1,100.00	

LC	u ics				Showing Buylines: All Lines								
Station F Advertiser Product Estimate# Buyer Phone# Fax#		KTNV-TV LAS VEGAS, NV ( ) .MAJORITY PAC SENATE MAJORITY PAC 2280		Agency ( ) WATERFRONT STRATEGIES 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 94/100/2280				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY					
		Sarah Levene			Flight Dates 10/30/2012 - 11/06/2012 Hiatus Weeks			2	Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart 
	12	SA	110 11250	ACTION NWS@11P<		:30	\$1,250.00	11/03-11/03	1	1	1	\$1,250.00	
	12	SA	115-11325	ACTION NWSWIIP		• 30	\$1,250.00	11/03-11/03	1	1	T	\$1,250.00	
	13	TU-F	11P-1135P	ACTION NWS@11P		:30	\$1,500.00	10/30-11/02	1	1	1	\$1,500.00	
	14	TH	9P-10P	GREY ANTMY-ABC		:30	\$5,000.00	11/01-11/01	1	1	1	\$5,000.00	
	15	SU	9P-10P	REVENGE		:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	16	М	1135P- 1205A	NITELINE		:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	17	М	6A-7A	ACTION NWS@6AM<		:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	18	М	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	19	М	730P-8P	MILLIONAIRE		:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	20	М	7P-730P	ACCESS HOLLYWD<		:30	\$850.00	11/05-11/05	1	1	1	\$850.00	

:30

\$1,000.00

11/05-11/05

1

1

1

**Printed:** 

Last Received:

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10/29/2012 7:03 AM

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\$1,000.00

Traffic Order# 6868728

### ---REPORT TOTALS---

21

Rep Order# EC'd Yes

6868728

**Ver#** 1

Status New

6P-630P ACTION NWS@6PM<

Report Totals: 21 / \$27,250.00

## ---SALES MONTHLY TOTALS---

Nov 12: 21 / \$27,250.00 Sales Totals: 21 / \$27,250.00 Station Totals: 21 / \$27,250.00

Rep Order# 6868728 **Ver#** 1 Status New EC'd Yes

Traffic Order# 6868728

3050 K ST NW

WASHINGTON, DC 20007

10/29/2012 8:49 AM 10/29/2012 7:03 AM

**Last Received: Showing Buylines:** All Lines

**Printed:** 

KTNV-TV LAS VEGAS, NV Station Advertiser ) .MAJORITY PAC **Product** 

SENATE MAJORITY PAC

Estimate# 2280

**Buyer** Sarah Levene

Phone# Fax#

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$104,808

KBLR 0 % KVCW 1%

Flight Dates

**Hiatus Weeks** 

Agency C/P1/P2/E

Agency

KLAS 22% KVMY 5%

94/100/2280

) WATERFRONT STRATEGIES

10/30/2012 - 11/06/2012

KSNV 29% KVVU 17% Rep Firm

KTNV

26%

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

> KTUD 0%

3 of 3

### --- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

NOV10, MAY11, ENOV11 Books

RA35+ Demos

#### --- CREDIT RISK ---

CASH IN ADVANCE